CO-OPERATIVE NEWS
MANCHESTER
ISSUE DATED 4

KEEN OFFER

EVER-READY, Personna and Colgate - Palmolive are launching their third joint promotion this year with a special offer to shavers of new Glydex treated Super Personna stainless steel blades free with Palmolive shaving products.

This latest on-pack offer features four major Palmolive lines: Large Lather containing two Ever-Ready Personna Glydex-coated super stainless blades at 3/3; Giant Lather (+ 3 free blades) at 4/10; Large Brushless (+ 2 free blades) at 3/3, and Giant Brushless (+ 3 free blades) at 4/10.

All prices quoted are suggested retail selling prices and represent in each case a free blade offer of 1/5 in the case of the 2-blade packs and 2/2 in the case of the 3-blade packs.

CAMPAIGN
5, WINSLEY STREET,
LONDON, W.1.
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Palmolive Blades bargain goes on

EVER-READY-Personna is giving away still more of its stainless blades on Palmolive lines.

Three blades, worth 2s 2d, are offered free with every Palmolive Giant Lather and Giant Brushless tube of shaving cream (retail 4s 10d) and two blades, worth 1s 5d, with the Large Lather and Brushless sizes (retail 3s 3d).

Earlier this year there were on-pack free blades with Palmolive Rapid Shave Instant Lather and Colgate shaving soaps.

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SAN JUAN STAR
SAN JUAN, PUERTO RICO
D. 35,300 S. 35,600

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Rodriguez Is PMI Division Marketing Manager

Nicholas A. Rodriguez has been named marketing manager, Latin America, for Philip Morris International's line of shaving products, including marketing of Personna blades and razors....Holiday Inns of America has announced plans to invest 20-to-25 million pesos in 10 modern hotels to be built in Mexican cities: Mexico City, D. F.: Monterrey; Guadalajara; San Luis Potosi; Nuevo Laredo; Tijuana; Chihuahua; Ciudad Juarez; Mazatlan and Acapulco....**Antonio Ruiz Escalante** has been promoted to media supervisor and account executive at Norman, Craig & Kummel Inc....**Bernd F. Loeke** has been promoted from assistant manager to executive assistant manager of the Sheraton Hotel....**Juan Torres Betancourt** was Hull-Dobbs' 65th Infantry "salesman of the month" for September....**Jose Yanez** was selected Friden's "salesman of the month" for September. **Adolfo Plazaola** has been named a sales representative by Friden Americana Sales Inc., a Singer subsidiary.

BENSON & HEDGES (CANADA) LIMITED

Norman B. Wright—has been named Assistant to the President and will be responsible for marketing liaison and corporate public relations activities. Mr. Wright joined Benson & Hedges in 1966 and has held several management positions.

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Source: https://www.industrydocuments.ucsf.edu/docs/grjk0000